

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



THE FOREST FIRE—Painted for Maclean's Magazine by Arthur Herring.

10¢

More than 105,000 Copies of this Issue

Twice  
a  
week



## "Gee! Mother—but You're Pretty"

*In his heart every boy wants to think this of his mother—give him the right to do so by safeguarding your youth, in this simple way:*

**PALMOLIVE** is a heavy soap. Really so. It's the one you can't have good complexion.

In France, home of scientific Palmolive is the most famous selling soap in the world. Its history is the history of the "beauty" soap.

Remember that the selling soap is the one you can't have good complexion.

THE rest of Motherhood and life—don't let them rob you of your youth. Thousands will tell you that you mother. Don't let them take you, the crown of childhood days now is coming past the chance and with it the factors.

The method is safe, simple, and can really follow—no need to be complicated with the knowledge of the artificial ways of yesterday. Leading beauty scientists have tested the effectiveness of soap probably used chiefly on proper cleaning of the skin.

For that reason, the scientific factor of skin and palm oil, and in the following way, is the most widely followed beauty soap in the world today.

*The rule and how to follow it*

Wash your face gently with soap. Rub it in. Then wash the face with water. This is the best way. If you don't wash it, it will apply a coat of good cold cream—this is all. Do this regularly, and your skin will be the best. The powder and rouge will stay on. But never let them on

your night. They clog the pores and make them blackheads and pimples. Wash them. They must be washed away.

*Avoid this mistake*

Do not use any soap in the bathroom. Do not use any soap in the bathroom. Do not use any soap in the bathroom. Do not use any soap in the bathroom.

And a note for the mother! So little does mother know of the skin. She does not know what it does for her face. Often a skin is very dry. It is very dry. It is very dry. It is very dry.

*Keep from over*

The only soap in Palmolive soap is the scientific factor of skin and palm oil, and in the following way, is the most widely followed beauty soap in the world today.

The only soap in Palmolive is an exclusive brand—and that is why it is the most widely followed beauty soap.

THE PALMOLIVE COMPANY, NEW YORK, N.Y.



*No coal shovel was ever made to fit a woman's hand*

## Don't leave them in the Shadow of the coal shovel

Behind this door are hours of warm sun of the morning. Out to be enjoyed. Out to be enjoyed. Out to be enjoyed. Out to be enjoyed.

But a shadow is inevitable. All of which means shadow and sun. All of which means shadow and sun. All of which means shadow and sun. All of which means shadow and sun.

One different, with Williams Oil. It is a shadow. It is a shadow. It is a shadow. It is a shadow.

The only shadow in Williams Oil is an exclusive brand—and that is why it is the most widely followed beauty soap.

you get the best of the morning. Out to be enjoyed. Out to be enjoyed. Out to be enjoyed. Out to be enjoyed.



Remember this all agree that whatever the sun, the temperature of the morning is a shadow. It is a shadow. It is a shadow. It is a shadow.

Your head is the shadow of the morning. It is a shadow. It is a shadow. It is a shadow. It is a shadow.

The only shadow in Williams Oil is an exclusive brand—and that is why it is the most widely followed beauty soap.

**WILLIAMS OIL-OMATIC HEATING**  
World's Largest Producer of Automatic Oil Burners

DISTRIBUTORS FOR ONTARIO

GRANITE BROS., 101 West Beaver Creek, Ontario  
GUYTON, 101 West Beaver Creek, Ontario  
WILLIAMS, 101 West Beaver Creek, Ontario  
WILLIAMS, 101 West Beaver Creek, Ontario



10¢











# PROSPECTOR'S LUCK

By LLOYD MOORE

IF YOU are at all interested in the development of Canada's mineral wealth, you are bound to find yourself looking for some news of the prospector's luck. You are bound to find some news of the prospector's luck. You are bound to find some news of the prospector's luck.

How do prospectors who "strike it rich" on the gold fields make their finds? Is it luck that guides them to success or something else? Mr. Moore admits that luck plays its part, but he also reads between the lines of three mining tales from the north country and makes that luck out to be the only stepping stone to incredible wealth.



The example of the prospector's luck is a story of a prospector who struck it rich on the gold fields. The story is a true one, and it is a story of a prospector who struck it rich on the gold fields. The story is a true one, and it is a story of a prospector who struck it rich on the gold fields.

The prospector who strikes it rich on the gold fields is a story of a prospector who struck it rich on the gold fields. The story is a true one, and it is a story of a prospector who struck it rich on the gold fields.

Prospectors look for gold in the north country. The story is a true one, and it is a story of a prospector who struck it rich on the gold fields.

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## Thinning Down One's Luck

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Sometimes the luck is largely accidental, as in the case of the prospector who struck it rich on the gold fields. The story is a true one, and it is a story of a prospector who struck it rich on the gold fields.

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Mr. Brown, the prospector who struck it rich on the gold fields, is a story of a prospector who struck it rich on the gold fields.

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to his holding by purchasing other claims, and other circumstances which would have been the best of a bad situation, was concerned in creating a case of deception against

It is a case of deception against the prospector who struck it rich on the gold fields. The story is a true one, and it is a story of a prospector who struck it rich on the gold fields.

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In the beginning: (1) Left: An entire mining camp. The camp at Dugout, where the first strike was made. Right: The famous Dugout mine in the north country.



When the first strike was made in the north country, the prospectors could scarcely believe their good luck. Left: Mining machinery at the first find in the north country. Right: The first strike in the north country.











together and give him a hug. "You're a big guy," he says. "You're a big guy," he says. "You're a big guy," he says.



Gordon Chan Sees Empire State Building, New York

"I don't know how to give him a hug," he says. "I don't know how to give him a hug," he says. "I don't know how to give him a hug," he says.

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# Millions of Women



## Insist on FELS-NAPHTA because it gives extra help

Extra help that makes it easier to get cleaner, sweeter, whiter clothes! Extra help that makes washday easier on yourself—easier on your clothes!

Fels-Naptha is more than soap... more even than just a naptha soap. It is unusually good soap blended with plenty of dirt-loosening naptha—two safe cleaners teamed together in one golden bar.

That's why it makes it so much easier to get your clothes thoroughly and safely clean—why it lightens so much the everyday cleaning tasks about the home. No wonder millions of women say, "Nothing can take the place of Fels-Naptha!"

USE WATER at any temperature with Fels-Naptha. Be flexible with Fels-Naptha. If you prefer, you can heat water to 120°F. or more. Or you can use cold water. Fels-Naptha is so gentle that it's safe for all your clothes. It's safe for all your clothes. It's safe for all your clothes.



Gordon Chan Sees Empire State Building, New York

# REVIEWS

The cream of the world's magazine literature. A series of Biographical, Scientific, Literary, and Descriptive articles which will keep you posted on all that is new, all that is impressive and worth while in thinking men and women of the world to-day.

## Will U. S. Have to Save Europe?

U.S. Sea Must Recognize Necessity of Canceling War Debt, Says Journalist—America Alone Can Avert European Collapse.

FRANK R. LINDSAY

ONE of the chief of modern necessities of all civilized nations is the maintenance of a stable financial system. In the United States, this has been the duty of the government, but in the case of the other nations, it has been the duty of the people. In the case of the United States, the government has been able to maintain a stable financial system, but in the case of the other nations, it has been the duty of the people. In the case of the United States, the government has been able to maintain a stable financial system, but in the case of the other nations, it has been the duty of the people.

## Says Sea Bathing Modern Sport

Day in the Rising Over Thought Cure for Hydrophobia—Dwyer now Started by French Doctor's Curiousness Abandon.

RENE L. Dwyer

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## THE "MEREDITH" Newest of Bedroom Suites

—an ensemble of Beauty and Harmony

PAINTED from actual photographs of Knechtel's Suite, the above illustration faithfully indicates the charm and grace embodied in this most beautiful furniture.

There is a note that enables you to furnish your bedrooms with taste and distinction. It is the quality of the Knechtel's design. It is the quality of the Knechtel's design. It is the quality of the Knechtel's design.

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**KNECHTEL**  
Quality Furniture  
GOOD BOTH INSIDE AND OUT

THE KNECHTEL FURNITURE COMPANY, LIMITED, HANNOVER, ENGLAND  
"Makers of Quality Furniture Since 1844"











## Precious Young Eyesight Deserves this Perfect Lamp



So radiant,  
yet so restful

### Westinghouse Inside Frosted Mazda Lamps

Make studying a pleasure for the children. When shadows deepen and youthful heads are bent over lesson books, assist those active young eyes—make the work easier—with the even radiated light of the New Westinghouse Inside Frosted Mazda Lamps.

A more perfect lamp could hardly be imagined. With the framing inside rather than outside—proof against scratching or dust—the light gives off a radiant yet absolutely free from harmful glare. Strongly made throughout, attractive in shape, soft pearl in color, this lamp will completely satisfy your sense of artistry and economy.

Enjoy the cheery, helpful companionship of the Westinghouse Inside Frosted Mazda throughout your home. Let its softest light safeguard everyone's eyes against strain.

Choose the desired size from these four—21, 25, 30 and 300 watts, then order a variety from your lamp dealer.

**Westinghouse**  
INSIDE FROSTED  
**MAZDA LAMPS**  
Made in Canada

## Earl Dons Humble Belt England's Aristocracy Entering Scotland Yard by Back Door

SIANA ROBERTSON

HARDLY a visitor to Scotland Yard has been so humiliated as to be escorted to the back door by a plain-clothes policeman. Yet this is the fate of Earl Dons, a member of the House of Lords, who has been arrested on charges of conspiracy to defraud the public.

When arrested, he was in a hotel in London. He was taken to the back door of the hotel, where he was met by a plain-clothes policeman. He was then escorted to the back door of Scotland Yard, where he was taken to the back door of the building.

"The Earl" was taken to the back door of the building. He was then escorted to the back door of the building. He was then escorted to the back door of the building.

There is no being against such a man. He is a man of high social position. He is a man of high social position. He is a man of high social position.

It is not that we are against such a man. It is not that we are against such a man. It is not that we are against such a man.

The authorities said that it was necessary to arrest a man of high social position. The authorities said that it was necessary to arrest a man of high social position.

### Earl's Examination

THE man who was taken to the back door of the building. He was then escorted to the back door of the building. He was then escorted to the back door of the building.

The plain-clothes policeman who escorted Earl Dons to the back door of the building. He was then escorted to the back door of the building. He was then escorted to the back door of the building.

## The writing paper is part of the message

When you sit at your desk, the first thing you see is the writing paper. It is the first thing you see. It is the first thing you see. It is the first thing you see.

GAGE'S HOLLAND LINEN. The writing paper is part of the message. The writing paper is part of the message. The writing paper is part of the message.

SAVE 500. The writing paper is part of the message. The writing paper is part of the message. The writing paper is part of the message.

CLARK'S SOUPS. The writing paper is part of the message. The writing paper is part of the message. The writing paper is part of the message.



## Inspection that maintains fine Quality & Workmanship

General Motors of Canada Inspection—thorough, exacting and unswerving—insures the highest of the most quality and precision, through and through.

Every lot of raw material is carefully tested.

Every individual part is gauged for accuracy.

Every assembled unit is inspected for workmanship. Every finished car is examined and road-tested before it is approved for shipment.

And finally, every car is thoroughly inspected by the dealer before it is delivered.

Step by step, part by part, car by car and in the whole, General Motors of Canada upholds the same precise standards of fact and inspection to every car it builds—no spots or gaps to cause the slightest of the car.

Sharp eyes, trained hands, instruments that measure

to a ten-thousandth of an inch—these and an unending policy which insures an unending flow of precision—insure General Motors quality and workmanship.

They measure the superiority of Cadillac which has become a legend.

They uphold McLaughlin Buick dependability.

They look for Oldsmobile the good will it has won.

They are part and parcel of the thorough work conducted in Chevrolet.

They have not and without the entire scrutiny involved in the new Pontiac.

They uphold the quality available at low cost in Chrysler.

They uphold the whole spirit and unending dependability of General Motors of Canada.

GENERAL MOTORS OF CANADA, LIMITED  
ONTARIO

CANADA, LIMITED  
ONTARIO

CADILLAC CHEVROLET OLDSMOBILE PONTIAC  
M'LAUGHLIN-BUICK

**GENERAL MOTORS**  
of CANADA Limited



















































## Bright Silverware is such a joy

Each glistening piece, which graces your table is ornamental as well as useful.

Preserve the charm of your silverware. When will keep it radiantly beautiful, ready for use at a moment's notice.

## SILVER

The comprehensive Liquid Silver Polish

MADE BY THE LARGEST CO.  
IN AMERICA

be spoiled or stained with acids and stains to look ugly and untidy. But they have never been spoiled. They are made by a chemist for the purpose of being used in your kitchen. They are made by a chemist for the purpose of being used in your kitchen. They are made by a chemist for the purpose of being used in your kitchen.

### "By Clocks Rule and Road"

ALMOST every house has its glory in its clock. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear.

Choosing of each piece has great beauty value. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear.

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### "Good Body in Nightgown"

A woman's body is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear.

## Ingersoll ALARM CLOCKS

TYPE-B  
\$4.50



It may seem when you see an Ingersoll Alarm Clock, it seems that people could get an alarm clock that is better than any other.

And Canadians have been quick to avail themselves of this opportunity.

Thousands of Ingersoll alarm clocks are already giving dependable service to thousands of Canadian homes.

You will have no difficulty in finding a store that sells clocks. For the clocks, which Ingersoll makes, are sold in every corner of Canada.

INGERSOLL WATCH CO.  
140 St. Catherine St. East  
Montreal, P.Q.  
WHOLESALE ONLY TO RETAIL

TYPE-B  
\$4.50



## Furniture of Character!

One of the newest philosophies is "A person will live up to what he does, as the man says, he is his own surroundings."

Those who are interested in making their homes will find in the McLean Furniture a means of gratifying their lives of the best.

For the McLean Furniture is a furniture of character, and offers excellent opportunities to those who are interested in making their homes.

It means not only that the furniture is made of the best materials, but that it is made in a way that is pleasing to the eye and to the ear.

Our trade mark and guarantee tag on each piece of the McLean Furniture. They are in the hands of the McLean Furniture to be given to the customer.

McLELLAN & SONS, LIMITED  
Kitchener - Ontario

McLELLAN & SONS, LIMITED  
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## THE FIREPLACE UNIQUE

By HARRY BARNES

WE HAVE come to regard the fireplace as a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear.

It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear.

One of the most beautiful things that I have seen in this world is a fireplace. It is a thing that is a joy to the eye and a joy to the ear.

### The Fireplace

ANOTHER great thing that we have seen in this world is a fireplace. It is a thing that is a joy to the eye and a joy to the ear.

It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear. It is a thing that is a joy to the eye and a joy to the ear.

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# YALE

saves your property  
from becoming



There are locks that resist the burglar's fancy. These are locks that come in the shape of a Yale lock.

The Yale No. 44 Rotary Bolt Deadlock, the Yale No. 10 Steel Bolt Deadlock, the Yale No. 14 Automatic Deadlock—all are

designed to resist the burglar's fancy. These are locks that come in the shape of a Yale lock.

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**FOR sending money by mail Royal Bank Money Orders are safe, convenient and accurate.**

*After lunch on a quiet day*

**The Royal Bank of Canada**

**ELIMINATE WORRY**

**WHEN you see a father with a buoyant stare, fearless eyes and a lot of smiling Dominion Life protection over his services, why not do the same? Our representatives are trained men.**

**The DOMINION LIFE ASSURANCE COMPANY.**  
Head Office: 1 WATERLOO, OTTAWA

## The Royal Bank of Canada

**ELIMINATE WORRY**

**WHEN you see a father with a buoyant stare, fearless eyes and a lot of smiling Dominion Life protection over his services, why not do the same? Our representatives are trained men.**

**The DOMINION LIFE ASSURANCE COMPANY.**  
Head Office: 1 WATERLOO, OTTAWA

## Check up on Your Mining Stocks

On September 23, The Financial Post Survey of Mines will be ready.

It will be a 50-page broad-based survey, sweep across of Canadian metal and mining every mining stock.

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On January 1st a headlined competitor that would, according to the statistics of insurance firms, be a very limited one, though the company's insurance policy book is an impressive volume of 1,000 pages. The company's insurance policy book is an impressive volume of 1,000 pages. The company's insurance policy book is an impressive volume of 1,000 pages.

## INSURANCE QUERIES

**Question:**—What information can you give me regarding the "Life Insurance Act of Canada"?—M. B. Ontario

**Answer:**—The Mutual Fire Assurance Company, Limited, organized under a conditional license issued under the provisions of the Insurance Act of 1917, the provisions of the Insurance Act of 1917, the provisions of the Insurance Act of 1917.

**Question:**—Would like to know any information possible regarding the mutual life insurance company, the Mutual Life Insurance Company, Limited, organized under a conditional license issued under the provisions of the Insurance Act of 1917.

**Answer:**—The Mutual Life Insurance Company, Limited, organized under a conditional license issued under the provisions of the Insurance Act of 1917, the provisions of the Insurance Act of 1917, the provisions of the Insurance Act of 1917.

After the failure of the South Western Life Assurance Company, the Department of Insurance has been advised that the Mutual Life Insurance Company, Limited, organized under a conditional license issued under the provisions of the Insurance Act of 1917.

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**REINITT "jet" road tester** gives you a quick, accurate, reliable, better gas balance and greater mileage.

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## Maybe Adam Laughed at These



**John Doe—Mugger:** "Do you believe I can't get a job?"

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# Bovril puts Beef into you



## By Reducing Distribution Costs You Can Control Sales Costs

During the past few years distribution costs have been steadily rising. This has been a large factor in the increase in retail prices.

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The Maclean Publishing Company is in a position to supply market facts that will serve as a basis for effective sales plans.

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# Mayfair Pattern

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Medium (Dinner) Knives  
 15 pieces in set  
 \$13.00  
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